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TOURISM CENTER

# Irish Fair of Minnesota: 2017 Attendee Profile

Authored by Xinyi Qian, Ph.D.



# Irish Fair of Minnesota: 2017 Attendee Profile

**November 13, 2017**

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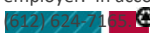
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## EXECUTIVE SUMMARY

The Irish Fair of Minnesota invited the University of Minnesota Tourism Center (UMTC) to profile its 2017 attendees. The profile aimed to better understand attendee characteristics, to assist marketing decisions, to enhance the event itself, and to maximize benefits to the community. Several attendee characteristics were of interest, including demographics, information sources, most enjoyable attributes of the Fair, main reason to attend the Fair, and expenditures related to the Fair. Additionally, results for 2017 were compared to those of 2007, 2011, and 2014, where possible, to understand consistencies and changes in attendee characteristics over time.

## METHODS

An on-site questionnaire was administered to Fair attendees between Friday, August 11 and Sunday, August 13, 2017. A convenience sample was used that ensured coverage across activities and locations during the Fair. A total of 654 parties were contacted and 474 questionnaires were completed, resulting in a 72 percent completion rate. Data from the completed questionnaires were entered, cleaned, and checked using Excel and analyzed using SPSS (version 24.0).

## RESULTS

### Demographics

Most often, respondents were female (58.5 percent), non-Hispanic (97.6 percent), white (91.5 percent), and of Irish descent (67.7 percent). The average age of a Fair attendee was 46 years old, and the most frequently cited income category was \$50,000–\$99,999. More than 85 percent (86 percent) of respondents lived in the Minneapolis–Saint Paul Metropolitan Area. Specifically, about a quarter (26.6 percent) lived in Ramsey County and another quarter (25.7 percent) in Hennepin County.

### Information sources

The most frequently identified information source was word of mouth (48.8 percent), followed by Facebook (23.4 percent), TV (12.3 percent), and the Irish Fair website (11.7 percent). First-time attendees were more likely than repeat attendees to use word of mouth as an information source. Respondents under 40 years old were more likely than those older than 40 to use word of mouth as an information source. Respondents between 31 and 40 years old were more likely than those older than 60 to use Facebook as an information source.

### Fair experience

Most respondents were repeat attendees (70.4 percent). On average, repeat attendees had previously attended the Irish Fair six times, most often in 2016 (68.3 percent). On average, attendees spent close to four and a half hours at the Fair and visited for a variety of reasons. The most frequently cited were “to celebrate my Irish heritage” (24.5 percent), “recommended by family/friend” (17.2 percent), and “I am/know someone performing” (10 percent). Attendees most frequently identified live music (66 percent) and the dance stage (20 percent) as the most enjoyable attributes of the Fair. Almost 90 percent of respondents were either “very satisfied” or “satisfied” with their Irish Fair experience.

### Fair expenditures

Most respondents spent money on food and beverage (72 percent;  $M=\$36.9$ ,  $Mdn=\$30.0$ ) and parking (50 percent;  $M=\$10.6$ ,  $Mdn=\$10.0$ ). Except for the few who spent money on lodging, attendees reported spending the most at the Marketplace (17 percent;  $M=\$68.2$ ,  $Mdn=\$40.0$ ).

## Ways to enjoy Irish culture during the year

Aside from the Fair, more than two-thirds of respondents (68.6 percent) indicated they enjoyed Irish culture or celebrated Irish heritage at other times during the year. Of these respondents, 86 percent elaborated on how they enjoyed Irish culture or celebrated Irish heritage outside of the Fair. Specifically, more than 40 percent (43.4 percent) of respondents identified St. Patrick's Day and its parade as a way to celebrate Irish culture or heritage. Close to 20 percent (17.7 percent) wrote down music or other music-related activities.

## DISCUSSION

An on-site questionnaire of 2017 Irish Fair of Minnesota attendees revealed the Fair is a family-friendly and intergenerational event that attracted attendees in various age categories. In 2017, the Irish Fair attracted significantly more millennials and fewer baby boomers than a decade ago. This is not surprising, as millennials have grown older during the past decade while baby boomers continue to age.

The popularity of live music, dance stage, and food and beverages, indicates it may be worthwhile to highlight these offerings in future marketing efforts. It is equally important to maintain them and sustain their high quality. Meanwhile, there was a significant decrease in the number of hours attendees spent at the Irish Fair. This fact could influence sales at the marketplace, spending on souvenirs and food and beverages, and attendance at various performances.

People heard about the Irish Fair from a variety of sources. The frequency of word of mouth as an information source, particularly among first-time attendees, indicates Fair organizers should plan and execute marketing efforts early. Doing so will allow ample time for dissemination of information through social groups and personal networks. In 2017, attendees under 40 years old, compared with those older than 40, were more likely to use word of mouth *and* Facebook as information sources. The findings may reflect the characteristics of younger attendees, which include the trust they tend to have in people they know and their fluency in social media, particularly Facebook.

While at the Fair, respondents on average spent the most at the marketplace, on souvenirs, and for food and beverage. This finding is consistent with previous years. Clearly, providing uniquely Irish merchandise and food and beverage continues to generate attendee spending. In fact, the average amount of money spent on souvenirs bounced back from the lows reported in 2011 and 2014, with spending on souvenirs in 2017 surpassing that in 2007 for the first time.

In 2017, respondents reported how they enjoyed Irish culture other than at the Irish Fair. Celebrating St. Patrick's Day was the most frequently identified, followed distantly by music, Irish bars/pubs, dance, and cooking/food. These findings present at least two implications. First, Irish Fair organizers may need to consider cross-marketing with St. Patrick's Day, given its popularity and importance. Second, music, dance, and food (including pubs), collectively, were important to enjoying Irish culture. It is therefore encouraging that survey respondents found live music and dance at Irish Fair enjoyable and spending on food and beverages at Irish Fair has remained stable.



## INTRODUCTION

Festivals and events have a direct impact on residents who may develop a stronger sense of community, find more pride in local culture, and enjoy local entertainment (Hall, 1992; Nicholson & Pearce, 2001). One such event is the Irish Fair of Minnesota. Located at Harriet Island Regional Park since 2001, the Fair aims to provide attendees with a fun, authentically-Irish, family-friendly event. To assist marketing decisions, enhance the event itself, and maximize benefits to the community, the Irish Fair of Minnesota has continually evaluated the event and its market by profiling its attendees.

In June 2017, the University of Minnesota Tourism Center contracted with the Irish Fair of Minnesota to profile 2017 attendees. This profile was the fourth in a 10-year span, as the previous three surveys were conducted in 2007 (Schuweiler & Schneider, 2007), 2011 (Ofstedal & Schneider, 2011), and 2014 (Qian, 2014). Key findings included attendee demographics, information sources, Fair experience, and expenditures. Analysis to compare data from the four surveys was also conducted.



## METHODOLOGY

### STUDY SETTING

The 2017 Irish Fair of Minnesota was held Thursday, August 11 through Sunday, August 13 at Harriet Island Regional Park in downtown Saint Paul, Minnesota. Activities offered at the Fair ranged from live music, Irish dancing, and a marketplace to cultural areas, Irish-themed children's activities, and a sports area, among others. According to Fair organizers, the event attracted approximately 100,000 attendees.

### QUESTIONNAIRE

An onsite questionnaire was developed, based on previous Irish Fair attendee profiles (Ofstedal & Schneider, 2011; Qian, 2014), and with the assistance of Fair organizers. Questionnaire sections included event participation, information sources, enjoyable attributes of the Fair, main reasons to attend the Fair, group composition, expenditures, mode of transportation, and basic demographic information (Appendix A).

### DATA COLLECTION

A sampling plan was created with both spatial and time consideration to: (1) ensure coverage of various activities and areas throughout the Fair, and (2) reach a range of Fair attendees. A convenience sample was used with data collection volunteers asking passing attendees to complete the questionnaire. University of Minnesota Tourism Center staff trained and coordinated volunteers who administered the questionnaire.

Based on estimated attendance from previous years, 383 completed questionnaires were set as the sampling target (95 percent confidence interval;  $\pm 5$  percent sampling error rate).

### RESPONSE RATE

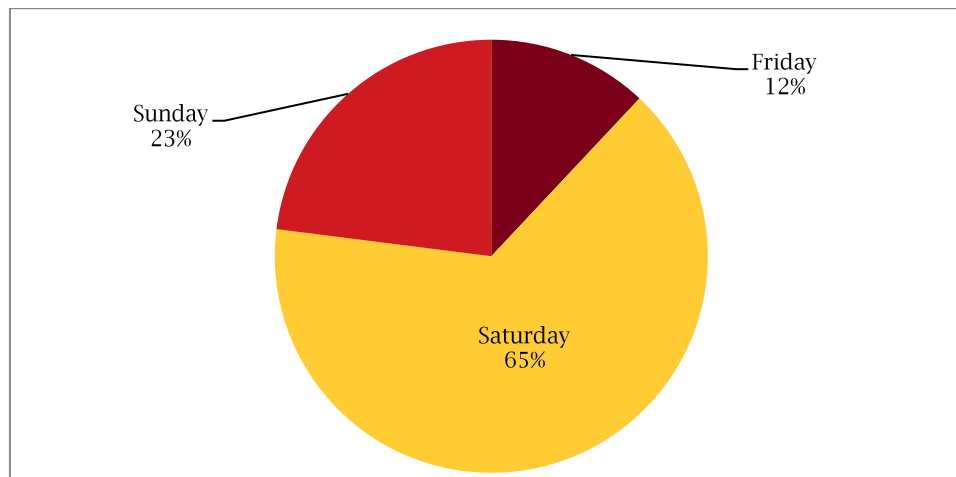
During three days of data collection, volunteers contacted 654 parties and obtained 474 questionnaires, resulting in a 72 percent completion rate (Table 1). Three questionnaires were unusable (two completed by attendees younger than 18 years old and another a duplicate from the same household), leaving 471 questionnaires for analysis. Close to two-thirds (65 percent) of respondents were contacted on Saturday, 23 percent on Sunday, and 12 percent on Friday (Figure 1). Among those who refused to complete the questionnaire, lack of interest was the most frequent reason (54 percent), followed by "in a hurry" (25 percent).

### ANALYSIS

Completed questionnaires were entered, cleaned, and checked in SPSS (version 24.0), a statistical data analysis software. Analysis provided frequencies to describe the sample of Fair attendees and to provide information on variables of interest. Means, medians, and standard deviations were also provided where applicable. Comparison between the 2007, 2011, 2014, and 2017 profile results was conducted using chi-square tests to compare categorical variables and Analysis of Variance to compare means.

**TABLE 1: Response rate to questionnaire among 2017 Irish Fair of Minnesota attendees**

	Frequency (n)			
	Friday	Saturday	Sunday	Overall
Number of people contacted	89	411	150	654
Number of people declining to participate	33	103	40	176
<b>Gender:</b>				
Female	42%	43%	50%	43%
Male	58%	57%	50%	57%
<b>Reason given:</b>				
In a hurry	45%	17%	26%	25%
Other	18%	8%	10%	11%
Lack of interest	11%	60%	55%	54%
English as second language	3%	3%	4%	7%
Already completed	0	10%	5%	7%
Too hot	0	2%	0	1%
<b>Compliance rate</b>	63%	75%	73%	72%

**Fig. 1: Day of week respondents completed 2017 Irish Fair of Minnesota questionnaire (n=474)**

## RESULTS

### RESPONDENTS

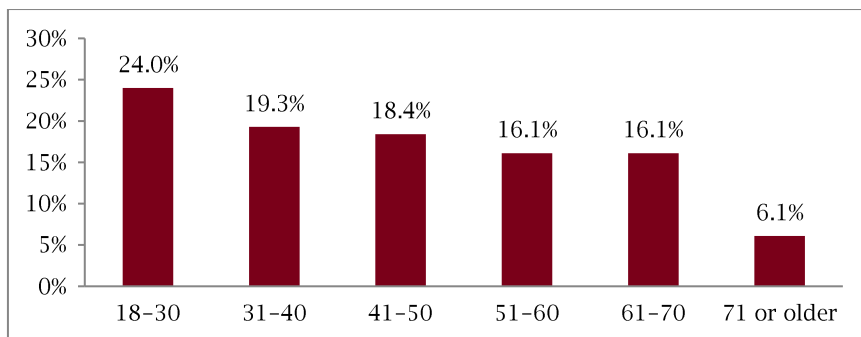
#### Demographics

Close to 60 percent of respondents were female, and attendees' average age was 46 years old ( $M=45.64$ ,  $Mdn=45$ ,  $SD=16$ ; Table 2; Figure 2). Most respondents were white (91.5 percent) and from non-Hispanic/Latino backgrounds (97.6 percent). About two-thirds (67.7 percent) of respondents were of Irish descent. The most frequently reported annual pre-tax household income was between \$50,000 and \$99,999 (Figure 3).

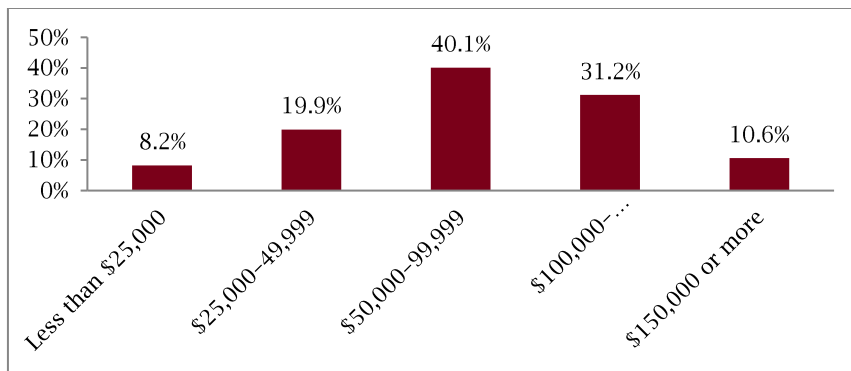
**TABLE 2:** Demographic characteristics of 2017 Irish Fair of Minnesota attendees

	Frequency	Percent (%)
<b>Gender</b>		
Female	254	58.5
Male	171	39.4
Prefer not to answer	9	2.1
Total	434	100.0
<b>Ethnicity</b>		
Non-Hispanic/Latino	100	97.6
Hispanic/Latino	9	2.2
Total	410	100.0
<b>Race</b>		
White	431	91.5
Asian	9	1.9
American Indian or Alaska Native	6	1.3
Other	5	1.1
Black or African American	4	0.8
Native Hawaiian or Other Pacific Islander	0	0
Total <sup>1</sup>	---	---
<b>Irish heritage</b>		
Yes	319	67.7
No	152	32.3
Total	471	100.0

<sup>1</sup>Not applicable due to possible selection of multiple racial categories.



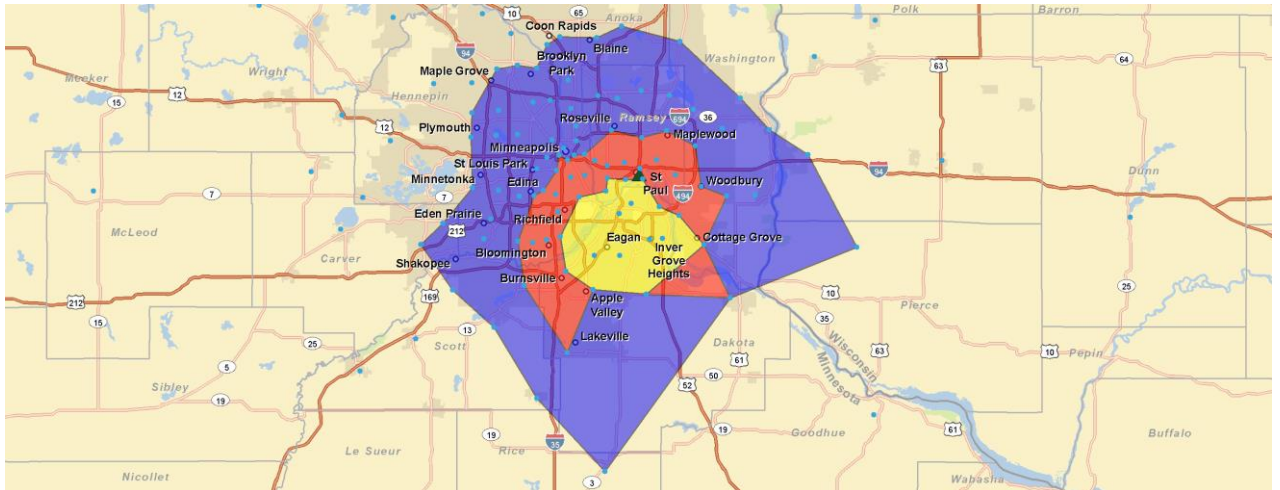
**Fig. 2:** Percentage of 2017 Irish Fair of Minnesota attendees in various age brackets (n=342)



**Fig. 3:** Percentage of 2017 Irish Fair of Minnesota attendees in pre-tax income groups (n=377)

### Primary residence

Most respondents (90.4 percent) lived in Minnesota, and 86 percent resided in the Minneapolis–Saint Paul Metropolitan Area (Table 3), as indicated by a centroid analysis of zip codes of respondents' primary residence (Figure 4). Specifically, about a quarter (26.6 percent) lived in Ramsey County and another quarter (25.7 percent) lived in Hennepin County. A little more than 10 percent (11.7 percent) lived in Dakota County, 7.6 percent in Washington County, and another 4.6 percent in Anoka County.



**Fig. 4:** Regional map illustrating 2017 Irish Fair of Minnesota attendees' primary residences (n=436)

**TABLE 3:** Primary place of residence of 2017 Irish Fair of Minnesota attendees (n=436)

Top 2 states	Percent (%)	Top 5 counties	Percent (%)
Minnesota	90.37	Ramsey	26.61
Wisconsin	3.90	Hennepin	25.69
		Dakota	11.70
		Washington	7.57
		Anoka	4.59

REPEAT AND FIRST-TIME ATTENDEES

The majority of respondents (70.4 percent) were repeat visitors. On average, repeat attendees visited the Irish Fair of Minnesota six times ( $M=6.54$ ,  $Mdn=5$ ,  $SD=5.5$ ), most often as recent as 2016 (68.3 percent).

INFORMATION SOURCES

Respondents most often heard of the Fair through word of mouth (48.8 percent; Figure 5). The second most frequently reported information source was Facebook (23.4 percent), followed by TV (12.3 percent), and the Irish Fair website (11.7 percent). About five percent of respondents heard about the Fair through “other” sources (5.5 percent), an Irish bar/restaurant (5.3 percent), or the radio (5.1 percent).

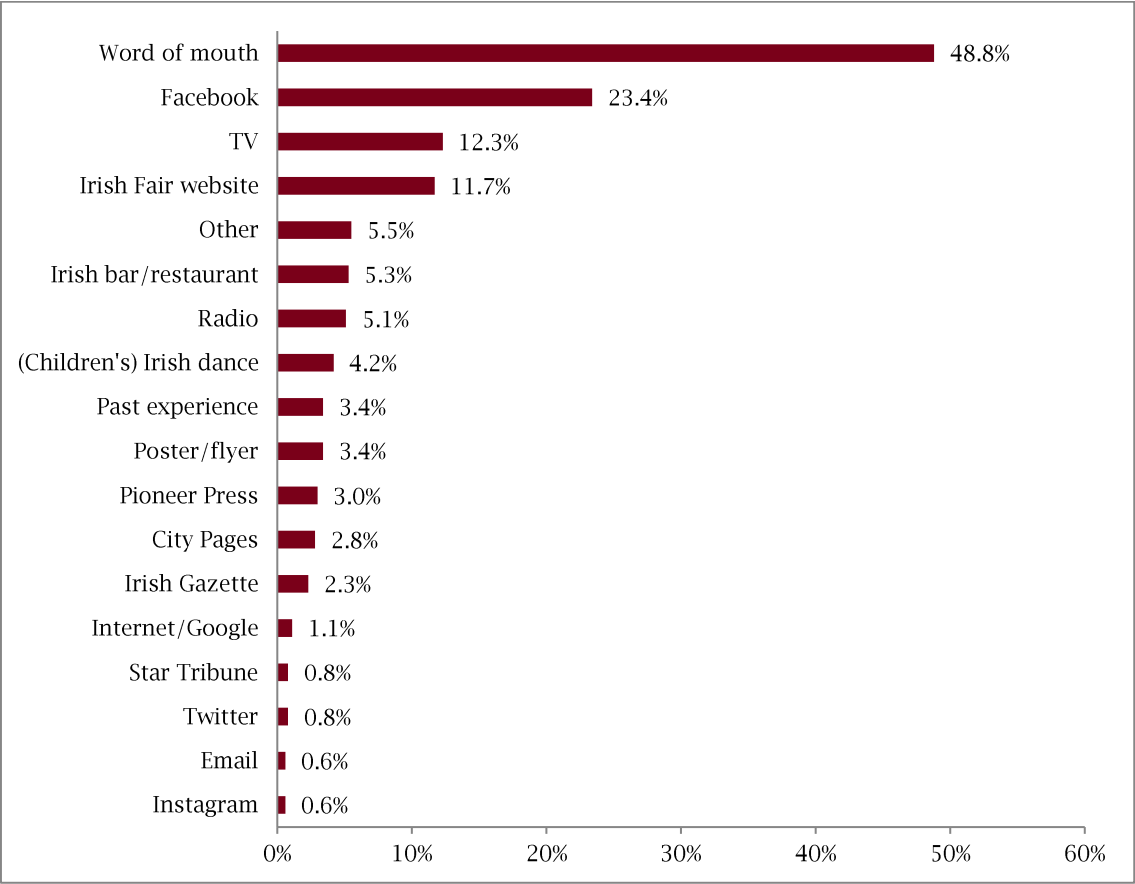


Fig. 5: Percentage of 2017 Irish Fair of Minnesota attendees using various information sources (n=471)

First-time attendees were significantly more likely than repeat attendees to use word of mouth as an information source ( $\chi^2=7.49$ ,  $p<0.005$ ; Table 4). Meanwhile, close to 25 percent of first-time and repeat attendees used Facebook as an information source, and about 12 percent used TV as an information source.

**TABLE 4: Comparison of information sources used by repeat and first-time attendees to 2017 Irish Fair of Minnesota (n=475)**

Information source <sup>1</sup>	Percentage (%) using source		Statistics	
	Repeat attendee (n=328)	1st-time attendee (n=138)	$\chi^2$	Sig.
Word of Mouth	44.8%	58.7%	7.49	0.008
Facebook	23.2%	24.6%	0.12	0.722
TV	11.6%	12.3%	0.05	0.875

<sup>1</sup>Responses for other information sources were too low for statistical comparison.

There were significant age differences among those using word of mouth and Facebook as information sources (Table 5). Respondents under 40 years old were more likely than those older than 40 to use word of mouth as an information source ( $\chi^2=11.8$ ,  $p<0.05$ ; Table 4). Respondents between 31 and 40 years old were more likely than those older than 60 to use Facebook as an information source ( $\chi^2=14.74$ ,  $p<0.01$ ).

**TABLE 5: Comparison of information sources used across age brackets (n=342).**

Information source <sup>1</sup>	Percentage (%) of age bracket using source					Statistics	
	18-30 (n=72)	31-40 (n=84)	41-50 (n=85)	51-60 (n=107)	61+ (n=91)	$\chi^2$	Sig.
Word of mouth	64.6%	56.1%	46.0%	40.0%	43.4%	11.80	0.019
Facebook	26.8%	39.4%	19.0%	29.1%	13.2%	14.74	0.005

<sup>1</sup>Responses for other information sources were too low for statistical comparison.

IRISH FAIR EXPERIENCE

Time and duration of visit

The majority of respondents reported attending the Irish Fair of Minnesota on Saturday (76.9 percent), followed distantly by Sunday (28.9 percent; Figure 6). About 22 percent of respondents attended the Fair on Friday, and only 1.5 percent attended the Fair on Thursday.

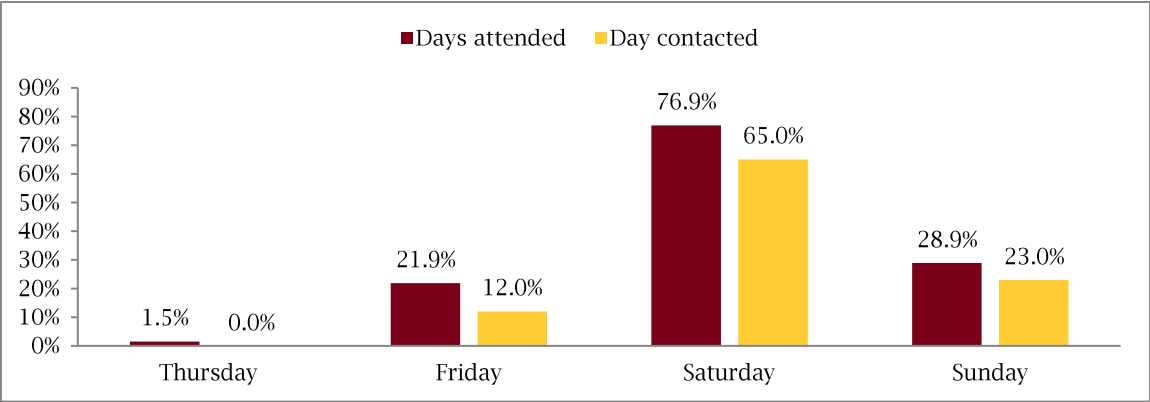


Fig. 6: Attendance and contact day of attendees to 2017 Irish Fair of Minnesota (n=475)

On average, respondents spent close to four and a half hours ( $M=4.45$ ,  $Mdn=4$ ,  $SD=2.08$ ) at the Fair, with a range of 1–12 hours. Close to half of respondents (48.4 percent) stayed 3–4 hours at the Fair, and another 26.8 percent stayed 5–6 hours (Figure 7).

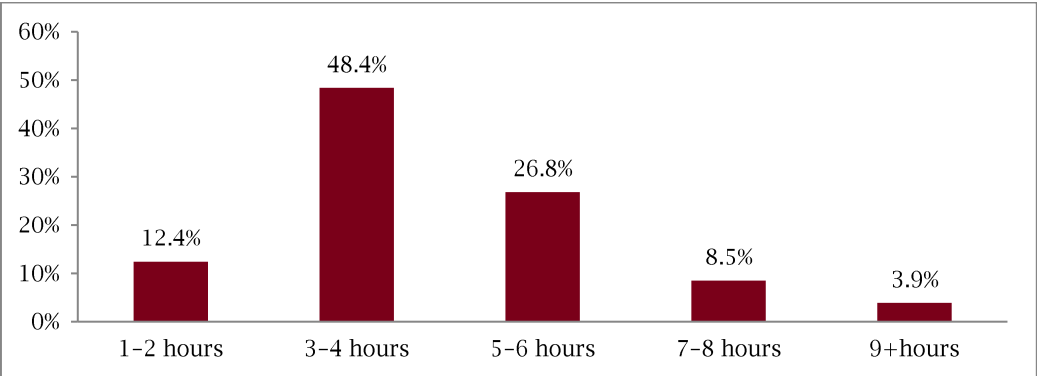
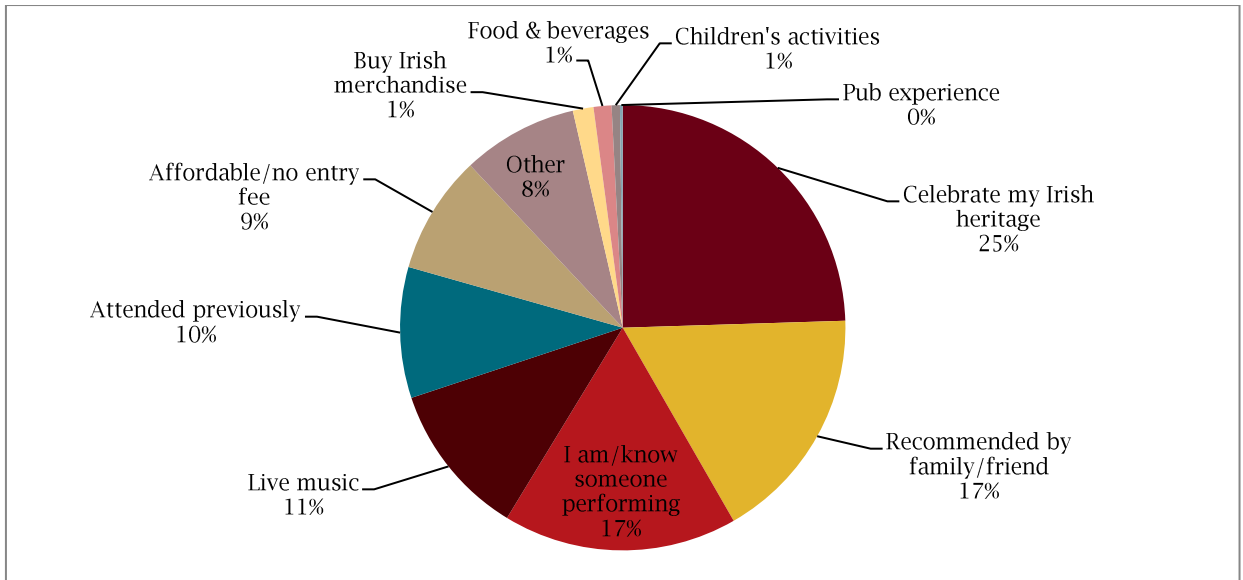


Fig. 7: Length of stay at 2017 Irish Fair of Minnesota (n=459)



### Purpose of attending

The most frequently reported reason for attending the Fair was “to celebrate my Irish heritage” (24.5 percent; Figure 8). Other reasons included “recommended by family/friend” (17.2 percent), “I am/know someone performing” (17 percent), and “live music” (11.2 percent). Less than two percent of respondents chose “buying Irish merchandise” (1.5 percent), “food and beverage” (1.3 percent), “children’s activities” (0.6 percent), or “pub experience” (0.2 percent) as the main reason for attending the Fair.



**Fig. 8:** Main reason to attend 2017 Irish Fair of Minnesota (n=463)

Most enjoyable attributes

Respondents reported they most enjoyed live music (65.9 percent) at the Fair, followed distantly by the dance stage (10.2 percent; Figure 9). Six percent of respondents enjoyed food and beverages the most. Four percent found the cultural area the most enjoyable, and another four percent most enjoyed “other” aspects of the Irish Fair. Less than four percent of respondents found the vendor marketplace (3.5 percent), people watching (3 percent), the sports area (0.9 percent), or the pub experience (0.4 percent) as the most enjoyable.

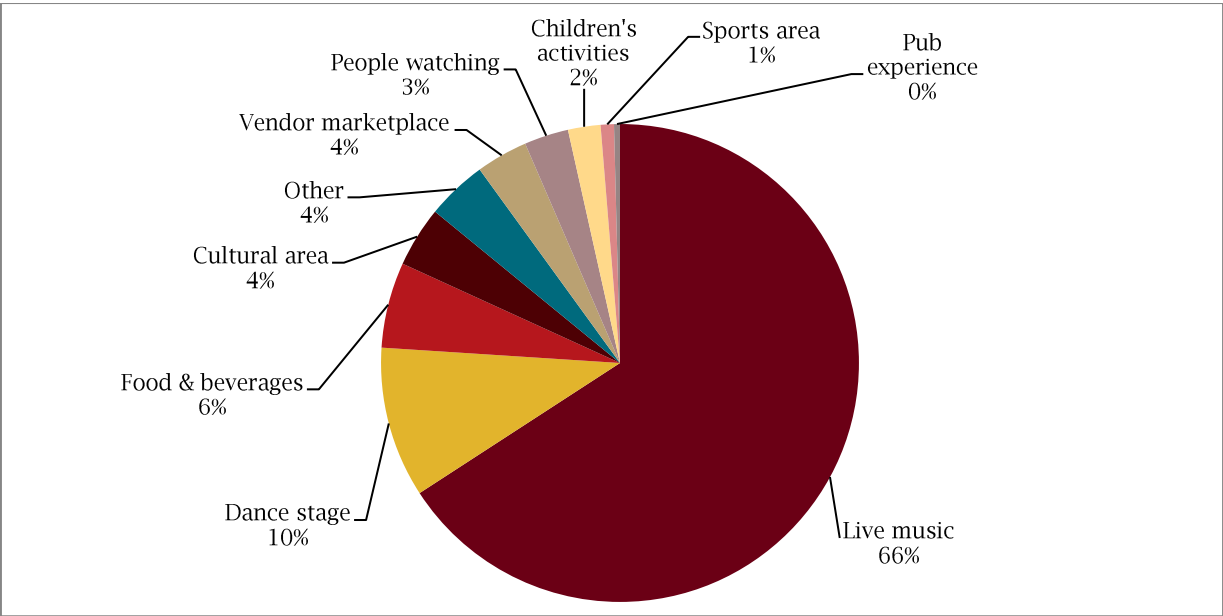


Fig. 9: Most enjoyable attributes of 2017 Irish Fair of Minnesota (n=463)

Satisfaction with the Irish Fair of Minnesota

Most respondents were satisfied with their experience at the Irish Fair. Close to two-thirds of respondents (64.6 percent) were “very satisfied” with the Fair, and 25 percent were “satisfied” (Figure 10). Only 3.4 percent of respondents were “unsure” about their satisfaction level, and 6.7 percent were “very dissatisfied.”

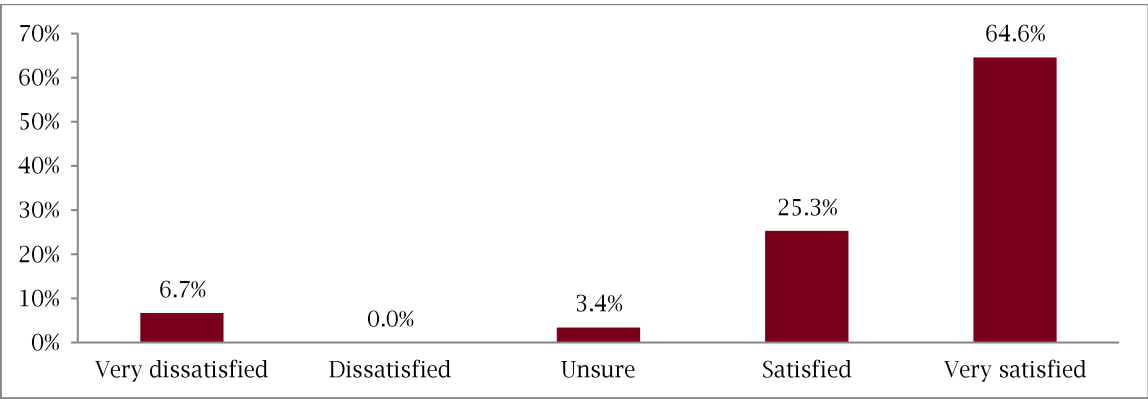
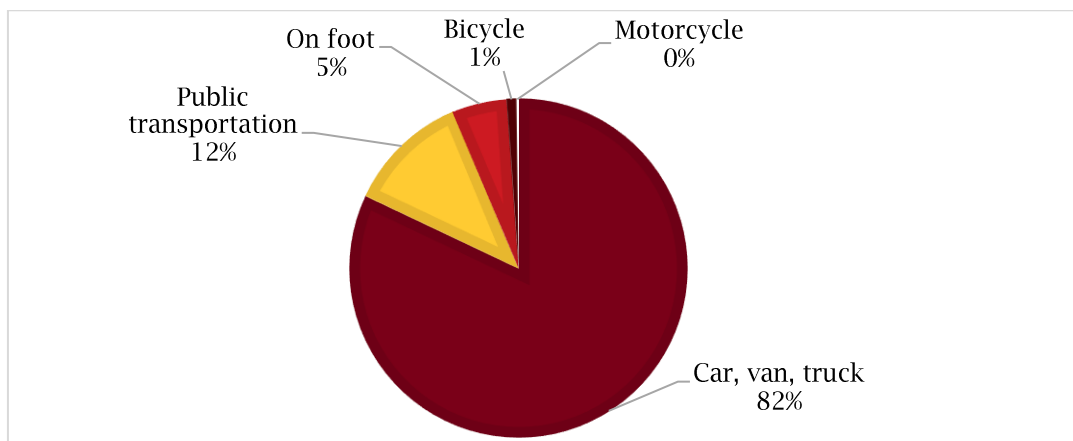


Fig. 10: Satisfaction reported by attendees to 2017 Irish Fair of Minnesota (n=466)

### Mode of transportation used to get to the Irish Fair

More than 80 percent of respondents (82 percent) arrived at the Irish Fair in a car, van, or truck (Figure 11). Meanwhile, 11.7 percent used public transportation to get the Irish Fair, and another 5.2 percent arrived on foot. Less than one percent got to Irish Fair by riding a bicycle (0.9 percent) or motorcycle (0.2 percent).



**Fig. 11:** Modes of transportation used by attendees to 2017 Irish Fair of Minnesota (n=463)

## OTHER WAYS TO ENJOY IRISH CULTURE DURING THE YEAR

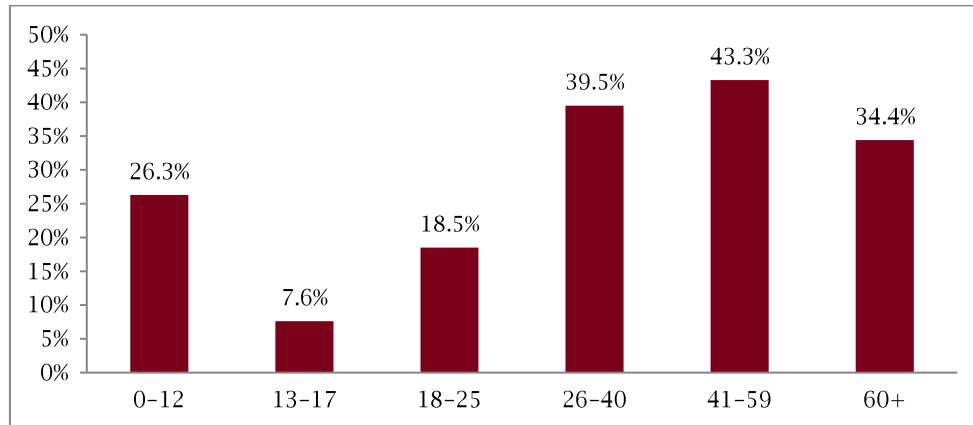
More than two-thirds of respondents (68.6 percent) indicated they enjoyed Irish culture or celebrated Irish heritage in other ways during the year. Of these respondents, 86 percent elaborated on how they enjoyed Irish culture or celebrated Irish heritage outside of the Fair (Table 6). Specifically, more than 40 percent (43.4 percent) of respondents identified St. Patrick's Day and its parade as a way to celebrate Irish culture or heritage. Close to 20 percent (17.7 percent) wrote down music or other music-related activities. More than five percent identified Irish bars/pubs (8.4 percent) and dance (6.6 percent). About five percent listed cooking or food (5.3 percent) and drinking (4.9 percent).

**TABLE 6: Ways to enjoy Irish culture by 2017 Irish Fair of Minnesota attendees (n=226)**

Ways to enjoy Irish culture	n	%	Ways to enjoy Irish culture	n	%
St. Patrick's Day (parade)	98	43.4%	Irish Catholic Fraternal organization (Hibernian Shamrock)/Irish heritage group	2	0.9%
Music/live music/CD/Belfast Cowboys	40	17.7%	Irish family/We are Irish	2	0.9%
Irish bars/pubs	19	8.4%	Storytelling/listen to stories	2	0.9%
Dance	15	6.6%	"Tradition"	2	0.9%
Cooking (traditional meals)/corned beef/food	12	5.3%	"Activities"	1	0.4%
Drinking; drink Guinness/green beer/Ginger beer	11	4.9%	Attend mass	1	0.4%
Travel to Ireland	10	4.4%	Being a red head	1	0.4%
Family; family event/gathering/reunion; family in Ireland	9	4.0%	Bleeding heart	1	0.4%
(other) Irish festivals/events	9	4.0%	Celtic Junction	1	0.4%
Renaissance Festival	6	2.7%	College of St. Paul	1	0.4%
"Day of dance"	5	2.2%	Dance-show	1	0.4%
Concert(s)	4	1.8%	Genealogy	1	0.4%
Irish restaurants	4	1.8%	Hair braiding	1	0.4%
Irish friends/people	4	1.8%	Hurling	1	0.4%
Landmark Center	4	1.8%	Irish language	1	0.4%
"Culture"/learn about the culture/Mr. and Mrs. Shamrock	3	1.3%	Irish personality	1	0.4%
Reading/literature	3	1.3%	Radio station-Internet	1	0.4%
Sing (traditional) songs	3	1.3%	Rugby	1	0.4%
St. Patrick's Association	2	0.9%	State Fair Bazaar	1	0.4%
Dance-children	2	0.9%	Tattoo	1	0.4%
Football	2	0.9%	Work for Irish Titan (a company)	1	0.4%

## GROUP COMPOSITION

About one-third of respondents (33.9 percent) had members younger than 18 years old in their group (Figure 12). Specifically, 26.3 percent had at least one child under the age of 12, and 7.6 percent had at least one child between the ages of 13 and 17. Close to 20 percent of respondents attended the Irish Fair with at least one person between 18 and 25 years old. About 40 percent of respondents had at least one adult aged 26–40 years (39.5 percent) or/and 41–59 years (43.3 percent) in their group. Lastly, 34.4 percent had at least one person over the age of 60 in their group.



**Fig. 12:** Percentage of groups attending 2017 Irish Fair of Minnesota containing selected age groups (n=471)

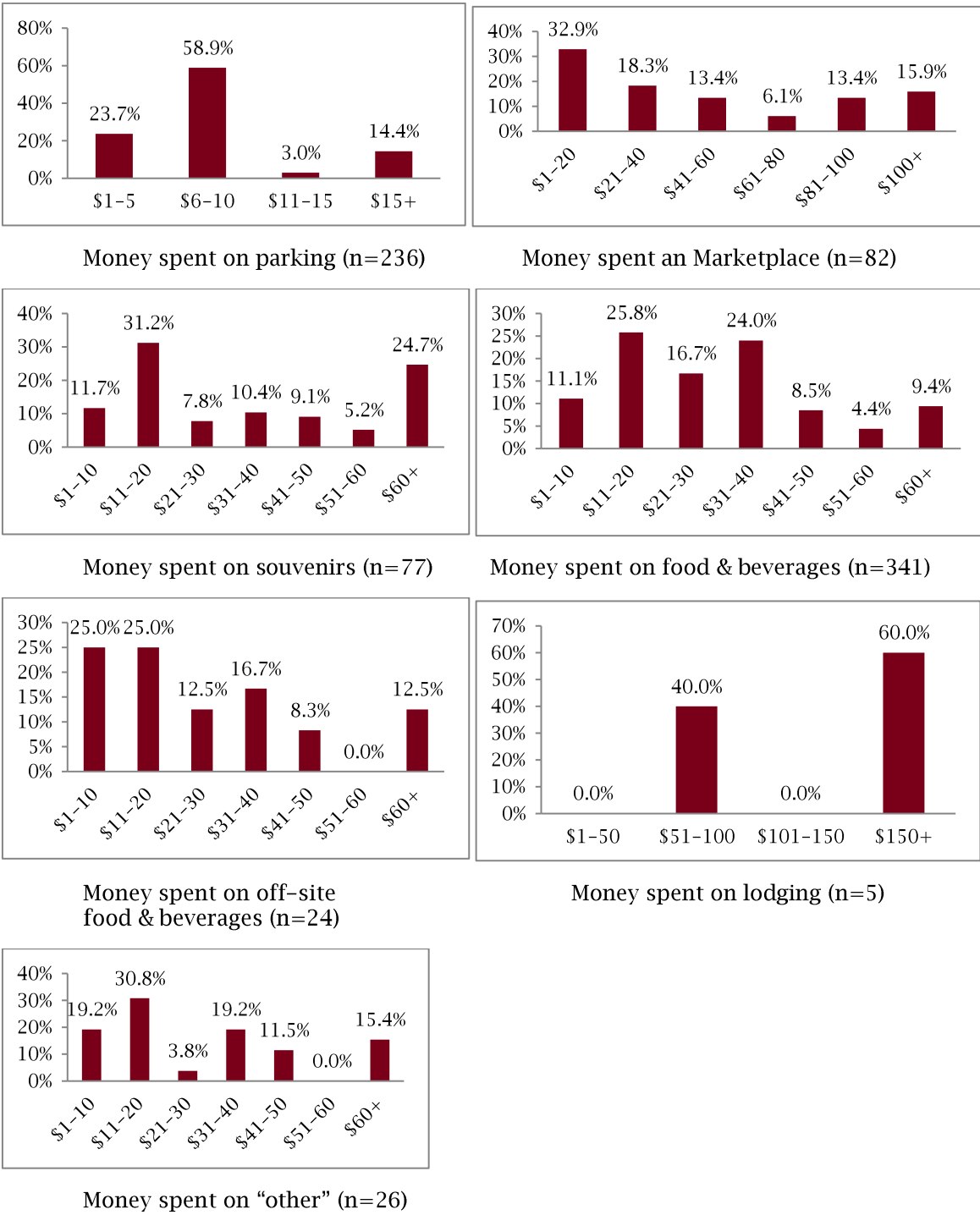
## EXPENDITURES

Respondents spent money in a variety of categories while attending the 2017 Irish Fair of Minnesota (Table 7; Figure 13). More than 70 percent of respondents (72 percent) paid for food and beverage and 50 percent paid for parking. More than 15 percent of respondents spent money at the Marketplace (17 percent) and on souvenirs (16 percent). Few respondents paid for other expenditures (6 percent), off-site food and beverage (five percent), or lodging (one percent).

**TABLE 7:** Attendee expenditures at 2017 Irish Fair of Minnesota (n=471)

Spending categories	Spent at least \$1.00		Descriptive statistics of respondents spending at least \$1.00		
	Yes	No	Mean (\$)	Median (\$)	S.D.
Food & beverage	72%	28%	36.9	30.0	28.5
Parking	50%	50%	10.6	10.0	6.5
Marketplace	17%	83%	68.2	40.0	73.2
Souvenirs	16%	84%	53.9	30.0	60.8
Other	6%	94%	71.8	25.0	156.9
Off-site food & beverage	5%	95%	35.1	25.0	39.9
Lodging	1%	99%	326.0	300.0	234.3

Although only one percent of respondents spent money on lodging, the few who did spent a median of \$300 ( $M=326$ ,  $Mdn=300$ ,  $SD=234.3$ ). Aside from lodging, the highest median expenditure was \$40 at the Marketplace ( $M=68.2$ ,  $Mdn=40$ ,  $SD=73.2$ ). Respondents spent a median of about \$30 on each of the following two categories: food and beverage and souvenirs. Respondents also spent a median of about \$25 on off-site food and beverage and “other” expenditures each.



**Fig. 13:** Spending on select categories among attendees of 2017 Irish Fair of Minnesota

## COMPARISON OF 2007, 2011, 2014, AND 2017 RESPONDENTS

Where applicable, data from the 2007, 2011, and 2014 profiles were compared with 2017. Analysis revealed differences in select information sources and expenditures, average age, gender, income, and Fair experience.

Differences among information sources included Irish community sources, traditional media, and online sources (Table 8). There was a steady and significant decrease in the percentage of respondents who used the *Irish Gazette* as an information source ( $\chi^2=7.51$ ,  $p<0.05$ ). In 2007, attendees were more likely to use newspaper ( $\chi^2=18.29$ ,  $p<0.0005$ ) and radio ( $\chi^2=18.82$ ,  $p<0.0005$ ), two traditional information sources, than in subsequent years. Respondents in 2017 were significantly more likely than those in earlier years to use Facebook as an information source ( $\chi^2=69.90$ ,  $p<0.0005$ ). Additionally, attendees in 2011 and 2014, compared to those in 2007 and 2017, were more likely to use “other” information sources ( $\chi^2=110.17$ ,  $p<0.0005$ ).

**TABLE 8: Comparison of 2007, 2011, 2014, and 2017 Irish Fair of Minnesota attendee information sources**

	2007 (%) (n=395)	2011 (%) (n=532)	2014 (%) (n=475)	2017 (%) (n=471)	Statistics	
					$\chi^2$	Sig.
<b>Irish community</b>						
Irish bar/restaurant	8.1	<b>98</b>	7.2	5.3	7.34	0.062
<i>Irish Gazette</i>	NA	<b>58</b>	4.4	2.3	7.51	0.023 *
<b>Word of mouth</b>	NA	46.6	42.9	48.8	5.37	0.252
<b>Traditional media</b>						
<i>Pioneer Press</i> ad	9.9	<b>85</b>	<b>76</b>	<b>30</b>	<b>1829</b>	<b>&lt;0.0005</b> **
TV	11.9	<b>83</b>	11.8	12.3	5.53	0.137
Radio	12.2	<b>68</b>	5.9	5.1	18.82	<0.0005 **
Poster/flyer	4.3	<b>53</b>	3.8	3.4	2.45	0.485
<b>Online</b>						
Irish Fair website	NA	11.3	12.2	11.7	0.21	0.900
Facebook	NA	<b>66</b>	9.5	23.4	69.90	<0.0005 **
<b>Other</b>	11.6	25.6	27.6	5.5	110.17	<0.0005 **

\*  $p \leq .05$ , \*\*  $p \leq .0005$ .

Attendees across the four years differed in average age, generational composition, gender composition, and income (Table 9). The 2011 Irish Fair respondents were significantly younger than those in 2007 and 2014 ( $F=5.31$ ,  $p<0.005$ ). Attendees' average age was 43 years old in 2011 and 47 years old in both 2007 and 2014. However, given that respondents are within the same decade, the meaningfulness of this difference is in question. Generation-wise, there was a strong increase in the percentage of millennials ( $\chi^2=64.14$ ,  $p<0.0005$ ), as they came of age in the past decade. At the same time, there was a sizable decrease in the percentage of baby boomers. Members of Gen X, as well as the Greatest and Silent generations, showed steady percentages for attendance. In 2014 and 2017, more females answered the questionnaire than in 2007 and 2011 ( $\chi^2=9.79$ ,  $p<0.05$ ). Distribution of attendees in various income categories also differed across the four surveys ( $\chi^2=32.15$ ,  $p<0.005$ ). In 2017, the number of respondents in the less than \$25,000 income category decreased, and the number in the \$50,000–99,999 category increased.

**TABLE 9: Comparison of 2007, 2011, 2014, and 2017 Irish Fair of Minnesota attendee demographics**

	2007	2011	2014	2017	Statistics		
					<i>F</i>	Sig.	
<b>Age</b>							
<i>Sample size (n)</i>	335	<del>433</del> 483	439	342	5.31	0.001	***
Mean (years)	47.13 <sub>a</sub>	<del>43.8</del> 43.8 <sub>b</sub>	46.82 <sub>b</sub>	45.64			
<b>Generation</b>							
<i>Sample size (n)</i>	278	449	471	331	64.14	<0.0005	****
Millennial (1982–1999; %)	8.6	28.5	21.6	33.5			
Gen X (1965–1981; %)	37.8	30.5	34.8	33.5			
Baby Boomer (1946–1964; %)	52.2	39.9	42.2	31.4			
Greatest & Silent (1945 & earlier; %)	1.4	1.1	1.4	1.5			
<b>Gender</b>							
<i>Sample size (n)</i>	389	501	449	425	9.79	0.020	*
Female (%)	56.3	<del>53.1</del> 53.1	<del>62.6</del> 62.6	<del>59.8</del> 59.8			
Male (%)	43.7	46.9	<del>37.4</del> 37.4	<del>40.2</del> 40.2			
<b>Income</b>							
<i>Sample size (n)</i>	329	<del>427</del> 427	405	377	32.15	0.001	***
Less than \$25,000 (%)	8.8	<del>15.2</del> 15.2	12.6	8.2			
\$25,000–49,999 (%)	23.4	<del>19.4</del> 19.4	17.5	19.9			
\$50,000–99,999 (%)	35.3	<del>36.5</del> 36.5	34.1	40.1			
\$100,000–149,999 (%)	22.5	<del>22.0</del> 22.0	20.2	21.2			
\$150,000 or more (%)	10.0	<del>6.8</del> 6.8	15.6	10.6			
<b>Irish heritage</b>							
<i>Sample size (n)</i>	386	<del>515</del> 515	467	471	1.66	0.646	
Yes (%)	65.8	<del>69.3</del> 69.3	66.2	67.7			
<b>Ethnicity</b>							
<i>Sample size (n)</i>	364	445	392	410	3.10	0.796	
Non-Hispanic/Latino (%)	97.8	<del>97.5</del> 97.5	97.4	97.8			
Hispanic/Latino (%)	2.2	<del>2.5</del> 2.5	2.6	2.2			
<b>Race</b>							
<i>Sample size (n)</i>	395	<del>532</del> 532	475	471	2.96	0.397	
White (%)	89.6	<del>89.1</del> 89.1	88.2	91.5			
Other <sup>1</sup> (%)	2.5	<del>4.3</del> 4.3	5.3	1.1			
Black or African American <sup>1</sup> (%)	2.0	<del>1.3</del> 1.3	0.6	0.8			
Asian <sup>1</sup> (%)	1.5	<del>1.3</del> 1.3	2.3	1.9			
American Indian or Alaska Native <sup>1</sup> (%) <sup>1</sup>	1.3	<del>0.9</del> 0.9	1.5	1.3			
Native Hawaiian or other Pacific Islander <sup>1</sup> (%)	0.3	<del>0.6</del> 0.6	0.6	0.0			

*Note:* Means with pairing subscripts within the row are significantly different at the  $p < 0.0005$  based on Bonferroni post hoc paired comparisons.

<sup>1</sup>Response too low for statistical comparison.

\*  $p \leq .05$ , \*\*  $p \leq .005$ , \*\*\*  $p \leq .0005$ .



Comparisons of attendees' experience and expenditures yielded additional differences (Table 10). Respondents spent significantly fewer hours at the Irish Fair in 2017 compared with earlier years ( $F=19.87$ ,  $p<0.0005$ ). In terms of expenditures, attendees spent more money on souvenirs in 2007 and 2017 than in 2014 ( $F=3.08$ ,  $p<0.05$ ). Respondents in 2007 spent significantly less money on parking than in all subsequent years ( $F=20.44$ ,  $p<0.0005$ ).

**TABLE 10:** Comparison of 2007, 2011, 2014, and 2017 Irish Fair of Minnesota attendee experience and expenditures

	2007		2011		2014		2017		Statistics	
	n	Mean	n	Mean	n	Mean	n	Mean	<i>F</i>	<i>Sig.</i>
<b>Attendee experience</b>										
Hours spent at Irish Fair	376	5.45 <sub>ab</sub>	461	5.39 <sub>cd</sub>	429	5.87 <sub>ace</sub>	459	4.45 <sub>bde</sub>	19.87	<0.0005 **
Satisfaction	NA	NA	522	4.33	470	4.24	466	4.41	2.57	0.077
<b>Average expenditures (\$)</b>										
Marketplace	NA	NA	NA	NA	97	71.24	82	68.20	0.037	0.847
Other	32	51.13	33	24.94	49	32.63	26	71.85	1.91	0.137
Souvenirs	143	50.87 <sub>a</sub>	159	39.91	92	36.17 <sub>ab</sub>	77	53.86 <sub>b</sub>	3.08	0.028 *
Food & Beverages	251	31.78	410	34.13	364	35.33	341	36.93	2.28	0.078
Parking	242	7.29 <sub>abc</sub>	287	9.71 <sub>a</sub>	284	9.57 <sub>b</sub>	236	10.57 <sub>c</sub>	20.44	<0.0005 **
Off-site food & beverage	NA	NA	25	37.56	52	26.63	24	35.08	0.63	0.536
Lodging <sup>1</sup>	NA	NA	10	169.90	32	87.22	5	326	--	--

*Note:* Means with pairing subscripts within the row are significantly different at the  $p<0.0005$  based on Bonferroni post hoc paired comparisons.

<sup>1</sup>Response too low for statistical comparison.

\*  $p \leq .05$ , \*\*  $p \leq .0005$ .

## DISCUSSION

An on-site questionnaire of 2017 Irish Fair of Minnesota attendees revealed the Fair is a family-friendly and intergenerational event that attracted people of various ages. It also appears the Fair has experienced long-lasting appeal, as 70 percent of respondents were repeat attendees who had been to the Fair an average of six times prior to 2017. Furthermore, the Fair has continued to attract its primary market, considering about two-thirds of respondents were of Irish descent, as was the case in 2007, 2011, and 2014. As in previous years, the 2017 Irish Fair mainly attracted Twin Cities residents, as over 60 percent of respondents resided in Ramsey, Hennepin, or Dakota counties.

In terms of respondents' age and generation, the 2017 Irish Fair attracted significantly more millennials and fewer baby boomers in 2017 than a decade ago. This is not surprising, as millennials have come of age in the past decade while baby boomers have aged. While the ethnic and racial composition of attendees remained unchanged across the three survey years, respondents' household income levels changed. The percentage of respondents in the lowest and highest income ranges in 2017 was roughly the same as those in 2007. In 2011, however, the percentage of respondents in the lowest income range increased and the percentage in the highest income range decreased. Additionally, the percentage of respondents in the \$50,000–\$99,999 income range increased compared with previous years.

As with previous years, the variety of offerings at the Irish Fair continued to attract attendees. Celebrating one's Irish heritage was the most frequently cited reason to attend the Fair, which is not surprising, given two-thirds of respondents were of Irish descent. Live music and the dance stage were the two most enjoyable attributes of the Fair with 17 percent of respondents citing "I am/know someone performing" and another 11 percent citing "live music" as the main reason to attend the Fair. While only one percent of respondents cited food and beverage as the main reason to attend the Fair, six percent identified it as the Fair's most enjoyable attribute. Given the popularity of live music, a dance stage, and food and beverages, it may be worthwhile to highlight these offerings in future marketing efforts and maintain their high quality.

Attendees consistently reported a high level of satisfaction with the Irish Fair across the years, which is encouraging. There was, however, a significant decrease in the number of hours attendees spent at the Irish Fair. In 2007 and 2011, attendees spent around 5.4 hours at the Fair; in 2014, they spent close to six. In 2017, attendees did or planned to spend 4.45 hours. The fewer hours attendees spent at the Fair in 2017 could significantly influence sales at the marketplace, spending on souvenirs and food and beverage, and the attendance level at various performances.

People heard of the 2017 Irish Fair in a variety of ways. Although the festival and event sector frequently utilizes various Internet-based tools to disseminate information (Qian & Simmons, 2014), word of mouth still serves as the key information source for the Irish Fair, trumping both traditional and new media platforms. Given the unwavering importance of word of mouth, particularly among first-time attendees (who were more likely to use word of mouth than repeat attendees), Fair organizers should plan and execute marketing efforts early. Doing so will allow ample time for information to "sink in" and be disseminated through social groups and personal networks.

In 2017, attendees under 40 years old displayed an intriguing pattern of information source usage. Compared with those older than 40, younger attendees were more likely to use word of mouth *and* Facebook as information sources. This finding may reflect the characteristics of younger attendees in that they tend to trust people they know and have a high social media fluency—at least in Facebook.

Over the years, usage the Irish community and traditional media as information sources declined, especially the *Irish Gazette*, *Pioneer Press* ads, and radio. Irish Fair organizers may need to assess whether it is worthwhile to keep marketing the event through these channels.

While at the 2017 Fair, respondents spent the most money at the marketplace and on souvenirs and food and beverages. This finding is consistent with previous years. Clearly, providing uniquely Irish merchandise, as well as food and beverages continues to attract attendee spending. In fact, the average amount of money spent on souvenirs in 2017 surpassed the amount spent in 2007 for the first time (spending on souvenirs much lower in 2011 and 2014.) Spending on parking, however, steadily increased over the years. The Irish Fair has provided complimentary shuttles from St. Paul's Union Depot, where the cost of parking varies for different lots. Would it be possible for the Fair to negotiate reduced parking fees? The Fair also works with the Minneapolis/St. Paul Metro Transit to provide complimentary mass transit passes to attendees. It will be worthwhile for Fair organizers to promote the availability of these passes in conjunction with the shuttle. This will encourage attendees to use free mass transit and shuttles as their choice of transportation.

In 2017, respondents were asked how they enjoyed Irish culture throughout the year other than at the Irish Fair. More than two-thirds of attendees responded to this question. The most frequently identified way to enjoy Irish culture was celebrating St. Patrick's Day, followed distantly by music, Irish bars/pubs, dance, and cooking/food. This finding has at least two implications. First, Irish Fair organizers may need to consider cross-marketing with St. Patrick's Day, given its popularity and significance. Second, music, dance, and food (including pubs), collectively, are important to enjoying Irish culture. It is therefore encouraging that survey respondents found live music and dance at Irish Fair enjoyable and spending on food and beverages at Irish Fair has remained stable.

In summary, findings from the 2017 Irish Fair of Minnesota attendee survey suggest people enjoyed their Fair experience. The high percentage of repeat attendees, the high level of attendee satisfaction, and the positive identification of Fair attributes were all encouraging. Findings from this survey, along with comparisons to those from 2007, 2011, and 2014, will help maintain the Fair's popularity and enhance attendees' experience in the future.

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## APPENDIX A

### 2017 Irish Fair Survey

Have you been to the Irish Fair before? (Check ONE) ☐ Yes ☐ No

If yes, how many years have you attended the Irish Fair?  # of years

What was the last year (excluding 2017) you attended the Irish Fair?

Where did you hear about the Irish Fair this year? (Check all that apply)

☐ Recommended by family & friends ☐ Facebook ☐ Twitter ☐ Instagram ☐ Irish Fair website  
☐ Poster/Flyer ☐ TV ☐ Radio ☐ Pioneer Press ☐ City Pages ☐ Irish Gazette  
☐ Irish Bar/Restaurant ☐ Other (please specify):

About how long do you intend to be at the Irish Fair today?  hours

Which day(s) did you attend or plan to attend the Irish Fair? (Check all that apply)

☐ Thu Kickoff Party (08/10) ☐ Fri (08/11) ☐ Sat (08/12) ☐ Sun (08/13)

What do you enjoy most about the Irish Fair? (Check ONE)

☐ Live music ☐ Children's activities ☐ Food & beverages ☐ Dance stage ☐ Cultural area ☐ Run  
☐ Sports area ☐ Vendor marketplace ☐ People watching ☐ Mass ☐ Pub experience ☐ Other:

Are there other ways that you enjoy Irish culture or celebrate Irish heritage during the year?

☐ No ☐ Yes (what are they?):

Please choose your main reason for coming to the Irish Fair (Check ONE):

☐ I am/know someone performing ☐ Recommended Family/Friend ☐ Celebrate my Irish heritage ☐ Live Music  
☐ Affordable/No entry fee ☐ Attended previously ☐ Food & Beverages ☐ Pub experience  
☐ Children's activities ☐ Buy Irish merchandise ☐ Other (specify):

How many people in your group are (specify number in each age category):

0-12 years  13-17 years  18-25 years  26-40 years  41-59 years  60+ years

How much did YOU spend during your time at the Irish Fair today?

\$  Parking  Marketplace  Souvenirs  Food & beverage  
\$  Off-site food/beverage  Lodging  Other (specify):

How did you get to the Irish Fair? (Check ONE)

☐ Car, van, truck ☐ Bicycle ☐ Motorcycle ☐ On Foot ☐ Public transportation (bus, light rail)

Overall, how satisfied are you with the Irish Fair of Minnesota? (Check ONE)

☐ Very dissatisfied ☐ Dissatisfied ☐ Unsure ☐ Satisfied ☐ Very Satisfied

Finally, a few questions about you.

What is your zip code?

What year were you born? 19

Are you of Irish descent? ☐ Yes ☐ No

What is your gender? ☐ Female ☐ Male ☐ Prefer not to answer

What is your annual household income (before taxes)?

☐ Less than \$25,000 ☐ \$25,000-49,999 ☐ \$50,000-99,999 ☐ \$100,000-149,999 ☐ \$150,000 or more

What is your ethnic origin? (Check ONE) ☐ Hispanic/Latino ☐ Non-Hispanic/Non-Latino

What is your race? (Check all that apply)

☐ American Indian or Alaska Native ☐ Asian ☐ Black or African-American ☐ White  
☐ Native Hawaiian or Other Pacific Islander ☐ Other (specify: )

Thank you for your participation!!



## APPENDIX B

### 2014 Irish Fair Survey

Have you been to the Irish Fair before? (Check ONE) ☐ Yes ☐ No

If yes, how many years have you attended the Irish Fair?  # of years

What was the last year you attended the Irish Fair?

Where did you hear about the Irish Fair? (Check all that apply)

☐ Irish Bar/Restaurant ☐ Word of Mouth ☐ Poster/Flyer ☐ TV ☐ Radio  
☐ Irish Fair webpage ☐ Facebook ☐ Twitter ☐ Foursquare  
☐ Newspaper (which ones?): ☐ Pioneer Press Ad ☐ Irish Gazette ☐ Vita.MN ☐ Other:

About how long do you intend to be at the Irish Fair?  hours

Which day(s) did you attend or plan to attend the Irish Fair? (Check all that apply)

☐ Thu Kickoff Party (08/07) ☐ Fri (08/08) ☐ Sat (08/09) ☐ Sun (08/10)

What do you enjoy most about the Irish Fair? (Check ONE)

☐ Live music ☐ Children's activities ☐ Food & beverages ☐ Dance stage ☐ Cultural area ☐ Run  
☐ Sports area ☐ Vendor marketplace ☐ People watching ☐ Mass ☐ Pub experience ☐ Other:

Please choose your main reason for coming to the Irish Fair (Check ONE):

☐ I am/know someone performing ☐ Recommended Family/Friend ☐ Celebrate my Irish heritage ☐ Live Music  
☐ Affordable/No entry fee ☐ Attended previously ☐ Food & Beverages ☐ Pub experience  
☐ Children's activities ☐ Buy Irish merchandise ☐ Other (specify):

How many are in your group are (Specify number in each age category):

☐ 0-12 years ☐ 13-17 years ☐ 18-25 years ☐ 26-40 years ☐ 41-59 years ☐ 60+ years

How much did YOU spend during your time at the Irish Fair?

\$  Parking  Marketplace  Souvenirs  Food & beverage  
\$  Off-site food/beverage  Lodging  Other (specify):

How did you get to the Irish Fair? (Check ONE)

☐ Car, van, truck ☐ Bicycle ☐ Motorcycle ☐ On Foot ☐ Public transportation (bus, light rail)

Would you be willing to pay an admission fee for the Irish Fair?

☐ No  
☐ Yes, how much would you be willing to pay? \$

How many miles would you be willing to travel to attend the Irish Fair?  miles

Overall, how satisfied are you with the Irish Fair of Minnesota? (Check ONE)

☐ Very dissatisfied ☐ Dissatisfied ☐ Unsure ☐ Satisfied ☐ Very Satisfied

Finally, a few questions about you.

What is your zip code?

What year were you born? 19

Are you of Irish descent? ☐ Yes ☐ No

What is your gender? ☐ Female ☐ Male

What is your annual household income (before taxes)?

☐ Less than \$25,000 ☐ \$25,000-49,999 ☐ \$50,000-99,999 ☐ \$100,000-149,999 ☐ \$150,000 or more

What is your ethnic origin? (Check ONE) ☐ Hispanic/Latino ☐ Non-Hispanic/Non-Latino

What is your race? (Check all that apply)


☐ American Indian or Alaska Native ☐ Asian ☐ Black or African-American ☐ White  
☐ Native Hawaiian or Other Pacific Islander ☐ Other (specify: )

Thank you for your participation!!

Date

Time

## Appendix C



### 2011 Irish Fair Survey

Have you been to Irish Fair before (check one)? ☐ Yes ☐ No  
 If yes, how many years have you attended Irish Fair?  # of Years  
 What was the last year you attended Irish Fair?

Where did you hear about Irish Fair? (check all that apply)  
☐ Irish Bar/Restaurant ☐ Word of Mouth ☐ Poster/Flyer ☐ TV ☐ Radio  
☐ Irish Fair webpage ☐ Facebook ☐ Twitter ☐ Four Square  
☐ Newspaper (which ones?): ☐ Pioneer Press Ad ☐ Irish Gazette ☐ Vitamin Ad ☐ Other (specify):

About how long do you intend to stay at Irish Fair?  Hours

Which day(s) did you attend or plan to attend Irish Fair? (check all that apply)  
☐ Thurs (08/11) ☐ Fri (08/12) ☐ Sat (08/13) ☐ Sun (08/14)

What do you enjoy most about Irish Fair (check one)?  
☐ Live Music ☐ Children's Activities ☐ Food & Beverages ☐ Dance Stage ☐ Cultural Area ☐ Run  
☐ Sports Area ☐ Vendor Marketplace ☐ People Watching ☐ Mass ☐ Pub Experience ☐ Other:

Please choose your main reason for coming to Irish Fair (check one):  
☐ I am/know someone performing ☐ Recommended Family/Friend ☐ Celebrate my Irish heritage ☐ Live Music  
☐ Affordable/No entry fee ☐ Attended previously ☐ Food & Beverages ☐ Pub Experience  
☐ Children's activities ☐ Buy Irish merchandise ☐ Other (specify):

How many are in your group are (specify number in each age category):  
 0-12 Years  13-17 Years  18-25 Years  26-40 Years  41-59 Years  60+ Years

How much did YOU spend during your time at Irish Fair?  
 \$  Parking \$  Souvenirs \$  Food & Bev \$  Off-site food/beverage \$  Lodging \$  Other

How did you get to Irish Fair (choose one)?  
☐ Car, van, truck ☐ Bicycle ☐ Motorcycle ☐ On Foot ☐ Public transportation (bus)

If there was an admission fee for the Irish Fair, how much would you be willing to pay? \$

Overall, how satisfied are you with the Irish Fair of Minnesota? (Circle one)  
 Very dissatisfied      Dissatisfied      Unsure      Satisfied      Very Satisfied

Finally, a few questions about you.

What is your zip code?       What year were you born? 19

Are you of Irish descent? ☐ Yes ☐ No      What is your gender? ☐ Female ☐ Male

What is your annual household income (before taxes)?  
☐ Less Than \$5,000 ☐ \$5,000-9,999 ☐ \$10,000-14,999 ☐ \$15,000-24,999 ☐ \$25,000-34,999 ☐ \$35,000-49,999  
☐ \$50,000-\$74,999 ☐ \$75,000-99,999 ☐ \$100,000-124,999 ☐ \$125,000-149,999 ☐ \$150,000 or more

What is your ethnic origin (check one)? ☐ Hispanic/Latino ☐ Non-Hispanic/Non-Latino

What is your race? (check all that apply)  
☐ American Indian or Alaska Native ☐ Asian ☐ Black or African-American ☐ White  
☐ Native Hawaiian or Other Pacific Islander ☐ Other (Explain: )

**Thank you for your participation!!**

Date  Time



## Appendix D

### 2007 Irish Fair Survey

Have you been to Irish Fair before (check one)? ☐ Yes ☐ No

If yes, how many years have you attended Irish Fair?  Years

What was the last year you attended Irish Fair?

Where did you hear about Irish Fair? (check all that apply)

☐ Irish Bar/Restaurant ☐ Friends ☐ Family ☐ Poster/Flyer ☐ TV ☐ Radio ☐ Internet  
☐ Newspaper (which ones?): ☐ Pioneer Press Ad ☐ Local Newspaper Website ☐ Star Tribune Ad  
☐ City Pages Ad ☐ Other (specify):

About how long do you intend to be at Irish Fair?  Hours

Which day(s) did you attend or plan to attend Irish Fair? (check all that apply)

☐ Fri (08/10) ☐ Sat (08/11) ☐ Sun (08/12)

What do you enjoy most about Irish Fair (check one)?

☐ Live Music ☐ Children's Activities ☐ Food & Beverages ☐ Dance Stage ☐ Cultural Area  
☐ Sports Area ☐ Vendor Marketplace ☐ People Watching ☐ River Cruise ☐ Other  
(specify):

Please choose your main reason for coming to Irish Fair (check one):

☐ I am/know someone dancing/performing ☐ Recommended by family/friend ☐ To celebrate my Irish heritage  
☐ Live music ☐ Affordable/No entry fee ☐ Attended previously  
☐ Food & beverages ☐ Children's activities ☐ Buy Irish merchandise

Who are you with (check one)?

☐ Alone ☐ Friends ☐ Family ☐ Family & Friends  
☐ Organized Group ☐ Other (specify):

How many are in your group are (specify number):

☐ 0-12 Years ☐ 13-17 Years ☐ 18+ Years old

How much did YOU spend during your time at Irish Fair?

\$  Parking \$  Souvenirs \$  Food & Beverages \$  Tickets \$  Other

Finally, a few questions about you.

What is your zip code?

What year were you born? 19

What is your gender? ☐ Female ☐ Male

What is your annual household income (before taxes)?

☐ Less Than \$5,000 ☐ \$5,000-9,999 ☐ \$10,000-14,999 ☐ \$15,000-24,999 ☐ \$25,000-34,999  
☐ \$35,000-49,999 ☐ \$50,000-\$74,999 ☐ \$75,000-99,999 ☐ \$100,000-124,999 ☐ \$125,000-149,999  
☐ \$150,000 or more

Are you of Irish descent? ☐ Yes ☐ No

What is your ethnic origin (check one)?

☐ Hispanic/Latino ☐ Non-Hispanic/Non-Latino

What is your race? (check all that apply)

☐ American Indian or Alaska Native ☐ Asian ☐ Black or African-American  
☐ White  
☐ Native Hawaiian or Other Pacific Islander ☐ Other (Explain: )

Please list your email address for more information about future Irish Fair

Activities:

Thank you for your participation!!!

Date

Time